

CONTRACT

WHNS-TV
Meredith Corporation
Fed ID 42-0410230
21 Interstate Court
Greenville, SC 29615
(864)288-2100

www.foxcarolina.com

And:

Innovative Advertising LLC
4250 Highway 22 Suite 7
Manderville, LA 70471
USA

Contract / Revision 500334 /		Alt Order #
Product SD50 Campaign III		
Contract Dates 10/28/12 - 11/06/12	Estimate # 1030	
Advertiser Jim Davis SD50		Original Date / Revision 10/26/12 / 10/31/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WHNS	Account Executive Sales Local	Sales Office Local-WHNS
Special Handling		
Demographic Adults 35+		
		Total Ratings 78.20
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WHNS	10/29/12	11/06/12	M-F 10-11a	M-F 10-11a		:30				NM	6	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$25.00	0.50			
	Week:	11/05/12	11/11/12	MT-----				1	\$25.00	0.50			
N 2	WHNS	11/05/12	11/05/12	Monday 8-9p	Mon 8-9p		:30				NM	1	\$940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----				1	\$940.00	7.40			
N 3	WHNS	10/31/12	10/31/12	X-Factor	Wed 8-10p		:30				NM	1	\$1,235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/29/12	11/04/12	--W----				1	\$1,235.00	11.40			
N 4	WHNS	10/28/12	11/04/12	Fox News Sunday	Su 11-12p		:30				NM	2	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S				1	\$95.00	1.60			
	Week:	10/29/12	11/04/12	-----S				1	\$95.00	1.60			
N 5	WHNS	10/30/12	10/30/12	Tue 9-10p	Tue 9-10p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/29/12	11/04/12	-T-----				1	\$700.00	2.80			
N 6	WHNS	11/02/12	11/02/12	Fri 8-10p	Fri 8-10p		:30				NM	1	\$645.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----F--				1	\$645.00	3.80			
N 7	WHNS	10/29/12	11/04/12	M-Su Prime Rotator	M-Sa 8-10p/Su 7-1		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/29/12	11/04/12	MTWTFSS				1	\$550.00	3.50			
N 8	WHNS	10/28/12	11/04/12	NFL Pre-Game Show	12-430p		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S				1	\$450.00	1.60			
	Week:	10/29/12	11/04/12	-----S				1	\$450.00	1.60			
N 9	WHNS	10/28/12	11/04/12	Panthers Early Game	1-4p		:30				NM	2	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S				1	\$1,275.00	5.30			
	Week:	10/29/12	11/04/12	-----S				1	\$1,275.00	5.30			
N 10	WHNS	10/28/12	10/28/12	Non Panthers late	358-730p		:30				NM	1	\$2,500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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Contract Dates	Product	Estimate #
10/28/12 - 11/06/12	SD50 Campaign III	1030

Advertiser	Original Date / Revision
Jim Davis SD50	10/26/12 / 10/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$2,500.00	7.30			
N 11	WHNS	11/01/12	11/02/12	M-F 9-10a	M-F 9-10a		:30				NM	2	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--				2	\$115.00	0.30			
N 12	WHNS	11/01/12	11/05/12	M-F 11a-1130a	M-F 11a-1130a		:30				NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--				2	\$40.00	0.00			
Week:		11/05/12	11/11/12	M-----				1	\$40.00	0.00			
N 13	WHNS	11/05/12	11/05/12	Monday 8-9p	Mon 8-9p		:30				NM	1	\$1,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,240.00	5.60			
N 14	WHNS	11/01/12	11/01/12	Thu 8-10p	Thu 8-10p		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$1,400.00	7.90			
N 15	WHNS	11/01/12	11/01/12	Thu 8-10p	Thu 8-10p		:30				NM	1	\$1,235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$1,235.00	7.90			
N 16	WHNS	11/04/12	11/04/12	Panthers Early Game	1-4p		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$2,500.00	0.00			
Totals										78.20		27	\$17,085.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	4	\$4,320.00	\$3,672.00
10/29/12 - 11/06/12	23	\$12,765.00	\$10,850.25
Totals	27	\$17,085.00	\$14,522.25

Signature: _____ **Date:** _____

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